

Consumers are more likely to make a purchase if you have an APP



62% of smartphone users said they have purchased physical goods from their mobile devices in the last six months



By 2015, it is predicted that mobile shopping will account for \$163 billion in sales worldwide, 12% of global e-commerce turnover



Consumers are 51% more likely to purchase from retailers that have mobile-specific websites



79% of smartphone users found it useful to download mobile coupons to their phones

Sources: internetretailer.com, abiresearch.com,
luthresearch.com, internetretailer.com